

## DOCUMENT RESUME

ED 280 536

JC 870 174

AUTHOR Allen, Johnny Mac  
TITLE Cable Television: Strategic Marketing through Community Relationships.  
PUB DATE 15 Nov 86  
NOTE 13p.; Paper presented at the Annual Convention of the California Association of Community Colleges (57th, Anaheim, CA, November 14-16, 1986).  
PUB TYPE Reports - Descriptive (141) -- Speeches/Conference Papers (150)  
EDRS PRICE MF01/PC01 Plus Postage.  
DESCRIPTORS \*Cable Television; Community Colleges; \*Educational Television; \*Institutional Advancement; \*Marketing; Mass Media; Program Descriptions; Programing (Broadcast); Public Relations; School Business Relationship; \*School Community Relationship; \*Student Recruitment; Television Viewing; Two Year Colleges  
IDENTIFIERS \*Miami Dade Community College FL

## ABSTRACT

Miami-Dade Community College (MDCC) has its own cable television channel by lease agreement with Storer Communications, Inc., enabling the college to reach a potential viewership of more than 100,000 subscribers. The channel, which primarily broadcasts telecourses for long-distance learning and a "bulletin board" of campus activities and events, provided the catalyst for the South Campus's Community-Based Television Project. The intent of the project was to provide a forum for chambers of commerce, high schools, and civic clubs to "tell their story in their own words" to the members of the community at large. The programs developed by the groups ranged in content from drugs in the schools to local arts festivals. Most of the organizations opted to utilize their programs as part of recruitment efforts or to inform their members at large about various issues. A total of 26 programs were developed over a 3-day period, each containing two 30-second MDCC recruitment announcements. Since the completion of the 26 programs, several inquiries have been received regarding possible programming on other cable systems. The Community-Based Television Project has provided access to thousands of potential students and service users, a foundation for common partnerships with business and industry, and a sound foundation for building relationships and seeking fund-raising opportunities with civic groups. (LAL)

\*\*\*\*\*  
\* Reproductions supplied by EDRS are the best that can be made \*  
\* from the original document. \*  
\*\*\*\*\*

ED280536

CABLE TELEVISION: STRATEGIC MARKETING  
THROUGH COMMUNITY RELATIONSHIPS

A PAPER PRESENTED

November 15, 1986

To

THE CALIFORNIA ASSOCIATION OF COMMUNITY COLLEGES CONVENTION

In

Anaheim, California

By

Dr. Johnny Mac Allen  
Director, Marketing and Media Relations/Cable Television

Miami-Dade Community College, South Campus  
11011 S.W. 104th Street, Miami, FL

"PERMISSION TO REPRODUCE THIS  
MATERIAL HAS BEEN GRANTED BY

J. M. ALLEN

TO THE EDUCATIONAL RESOURCES  
INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION  
Office of Educational Research and Improvement  
EDUCATIONAL RESOURCES INFORMATION  
CENTER (ERIC)

☐ This document has been reproduced as  
received from the person or organization  
originating it.

☒ Minor changes have been made to improve  
reproduction quality.

• Points of view or opinions stated in this docu-  
ment do not necessarily represent official  
OERI position or policy.

JC 870 174

According to Boone and Kurtz, "Marketing is the link between the organization and the consumer."1 They further **elaborate** that all organizations must serve consumer needs if they are to succeed and use the following definition: "Marketing can be defined as the development and efficient distribution of goods, services, ideas, issues, and concepts for chosen consumer segments."2

For the purposes of this overview, the above will suffice in the basic concept of: Community-Based Television in definition as it relates to distribution, information and community awareness, consumer, potential students, and supporters of the institution, Miami-Dade Community College.

Opening its temporary headquarters with 1,400 students in 1960, M-DCC now serves well over 100,000 credit and non-credit students in the populous Metropolitan Dade County Florida Community.

With the transition from a single campus to a four-campus College, the administrative operation was reorganized to provide service common to the whole College, while at the same time providing a maximum of autonomy to each campus.

Miami-Dade Community College, South Campus, the largest in terms of enrollments, is located in the South Dade County area in the heart of one of the fastest growing suburbs, Kendall. With its autonomous recruitment and marketing strategies, the service area covers boundaries south to the Florida Keys.

In these times of restricted budget allocations, decreasing enrollments, and public apathy, the watchword for higher education must often be what Stanton eludes to in business

management as, "innovate or die."<sup>3</sup> For those of us in higher education, we too must realize and understand the coimportance of these two concepts as explained by Peter F. Drucker when he said, "Because it is its purpose to create a customer, any business enterprise has two -- and only these two -- basic functions: marketing and innovation."<sup>4</sup>

Cable Television: Strategic Marketing Through Community Relationships, centers on the basic principle and law of reciprocity which stated simply means, "you have to give to get."

Miami-Dade Community College is extremely fortunate to have its own cable television channel by lease agreement with one of the nation's largest franchises, Storer Communications, Inc. As such, the College is able to reach a potential viewership of 100,000 plus subscribers.

Broadcasting primarily "telecourses" for long-distance learning and a "bulletin board" of campus activities and events, the channel offers ample opportunity for origination and provided the catalyst for the Community-Based TV project.

Because the Radio-Television Broadcasting Technology Program is located at the North Campus of Miami-Dade Community College, and the support personnel and crew work out of this location, and because South Campus does not support a television studio, it was necessary to begin the project with coordination of efforts and revisions.

The intent of the project would be to bring the four local South Dade Chambers of Commerce, at least one high school, and at least three civic clubs on campus for the purposes of explaining

their objectives, goals, mission; etc. Each group would be given the opportunity to complete eight 30-minute programs.

Following preliminary meetings, it was decided to build an "outdoor" production set, designed and constructed by College personnel, and utilized in a large "concourse" area which is used heavily by students, especially during class changes. It was felt this "ambiance" of sound and student visuals would provide a respite from the usually drab in-studio desk and palm tree setting.

The newly constructed set (plexiglass-blue-tint backdrop) which featured a see through observation was set atop six risers and furnished with three chairs for host and guest, carpeting, and native Florida plants.

Mobile video equipment, master control, and three cameras were utilized for the on-location production which consisted of taping four programs per day over a three-day period.

The programs ran the gambit of content from drugs in the schools to local art festivals. A total of 26 programs were completed, which by cable television industry standards, equates to one full year of programming.

Thanks to a cooperative effort by the Dade County Cable Television Department, M-DCC was able to provide all completed programs to every cable TV franchise in the county with potential viewership estimated to be well over 300,000 subscribers.

Contained within each program are two 30-second announcements relating to M-DCC in the form of student testimonials, and are in essence, recruitment inducements.

Following the conclusion of the pilot project, all participants were awarded a Certificate of Appreciation. Needless to say, the sheer goodwill, fellowship, and positive public image could not have been purchased with dollars and cents.

The year-long programming sequence assures a continuance of response which is directed to the Marketing and Media Relations office at the close of each program, and in turn, is passed along to each individual participant organization.

Most of the organizations have opted to utilize their programs as part of recruitment efforts and informing their members at large regarding various issues, and the majority of those who took part have requested copies of their individual programs for personal use.

Community-Based Television is simply what the name implies. It provides the forum for Chambers of Commerce, high schools, and civic clubs the opportunity to "tell their story in their own words" to members of the community at-large.

Another important aspect is the "residual effect" in relation to the numbers of viewers. Naturally, those who participated will view the programs at home, but they will also encourage family members, co-workers, and friends to do the same. Let us remember, for most of them, this is their "first time" on television, any television.

In marketing higher education let us remember to take our positions based on the proven evidence provided by business and industry. The general public learns by repetition, so we must be

cognizant of the fact of keeping our name in front of the public as much as possible. Unlike business at large however, we must do it with very little or no budget thereby handicapping us even further. Cable television is certainly not the complete answer, it is I believe, one method of message repetition available that should be utilized to its fullest extent.

As Andrew Carnegie pointed out, "When you can't understand a problem, go back to the basics and you'll start finding some answers. The greatest truths are too important to be new." Thus when one can bring together the leaders of the community, those concerned with the quality of education and life in general in a positive setting to discuss the issues and concerns that affect us all, it would seem almost folly not to do so.

Although not unexpected, it was reassuring to learn that we all are concerned about the majority of the topics covered in each of the programs. This common ground, this sincerity of a synergetic sense of larger things to come became evident in numerous positive displays of interaction and interpersonal communication.

Since the completion of the twenty-six programs and of their availability, several inquiries have been received regarding possible programming on other cable systems. This again points up the fact that many cable outlets are willing to provide air time for "origination materials" even though the subject matter may be remotely applicable to audience interests. Each program (titled "On South") features an over-abundance of M-DCC identification in addition to two clearly identifiable recruitment announcements and does not seem to distract from

distant cable outlets wanting to air the series.

Perhaps the 1972 FCC rules requiring cable companies in the top 100 markets to make access channels available to all on a gratis, first-come first-served basis is paramount in the number of request received, and the fact that the majority of systems suffer greatly in obtaining a sufficient library for local programming.

In summary, Community-Based Television Marketing Strategy: The Chosen Consumer Nexus has provided yet another access to thousands of potential students and service users; a foundation for common partnerships with business and industry; and a sound foundation for building relationships and seeking fund-raising opportunities with civic groups.

And not overlooked is the audience-generated aspect of the concept and the opportunities provided by the institution to those who may otherwise may be denied ever having the opportunity to express their views in such a positive sense via television.

As David Lloyd said, "The finest eloquence is that which gets things done." It is our experience that Community-Based Television satisfies that eloquence.

In relation to "residual effect," the "On South" series precipitated an offer from the coordinator of Cable Television Services for Dade County to invite Miami-Dade to broadcast a weekly "live" call-in program about the College, its programs, services, and people.

The offer was greatly accepted and "M-DCC HEADLINERS" debuted July 2, 1986, on over eight Cable TV systems with an

estimated subscriber figure of upwards of 325,000. The program is repeated each Saturday at 12 noon and again each Sunday at 6 p.m., thus providing even more exposure.

In addition, copies are made for those guests who request them, and many utilize an "edited" version for presentations in high schools, on-campus orientations, etc. A "Master" copy is retained and aired on the College Cable TV system twice a week on Tuesday's and Thursday's.

A total of 26 programs will have been completed at the conclusion of the series, thereby constituting again, one full-year of Cable programming.

Not only are the programs reaching the general public (each program averages approximately 9 phone calls each week), but each campus is achieving exposure as a whole, and programs that have been poorly marketed in the past are now being placed higher on the action agenda in relation to recruitment and visibility.

Finally, each guest is receiving valuable "television interviewing experience" and a sense of advancing his/her program and/or service at the same time. Plans call for only Deans, chairpersons and directors in relation to spokespersons, as well as faculty members and students whenever possible.

Because the program is one-hour in length, there is ample opportunity to have three guests on the first half-hour, and three the second. Topics are generalized in disciplines and services such as Financial Aid availability and Adult Education for example. Telephone numbers are rolled across the screen for those who seek additional information. Telephone inquiry has increased the following day of each program as a result.

Be cause of the excellent response by the Chambers of Commerce toward the "On South" TV series, and the visibility of "M-DCC HEADLINERS," the time was ripe for yet another joint venture. This time, to the benefit of all involved, the "New Teachers Luncheon '86."

Because the Chambers were extremely pleased with the now good working relationship between themselves and M-DCC, South Campus, and invitation was extended for each organization to once again join forces in a combined effort.

A letter was drafted to each: the Coral Gables Chamber of Commerce; Homestead/Florida City Chamber of Commerce; South Dade Chamber of Commerce; and the South Miami/Kendall Chamber of Commerce to join the college in sponsoring a New Teachers Luncheon. The luncheon would be specifically for first-time entering and new high school teachers, both public and private schools, and for the south Dade County area only.

The New Teachers Luncheon had never been proposed prior to October 17, 1986, and needless to say the concept of being "first" to attempt such a positive project resulted in more than a casual effort by all those involved.

More than 125 new teachers enjoyed a free lunch, speeches by State Senator Roberta Fox, substituting for, Congressman Dante Fascell, Dr. Robert McCabe, president of Miami-Dade Community College, Mayor's of the various townships, who also presented Proclamations, and others.

Over 200 people took part (at \$15.75 per ticket) in the luncheon activities which were video taped. The raw footage was

edited to 30-minutes complete with open and close and made available to anyone who would provide a blank tape for duplication. Copies were also made for the administration and recruitment staff.

Because of the success of "On South," "M-DCC HEADLINERS" and the friendships made therein, the New Teachers Luncheon will now become a yearly activity, co-sponsored by four Chambers of Commerce who had never combined efforts toward a single objective in their long histories. Some say this alone is success in and of itself.

In summary, Community Based Television has proven its potential as evidenced by the residuals that occurred in less than one year from the time the first program was completed. We are not sure at this point what direction it will take in the future, but one thing remains evident, Cable TV is a viable delivery system if one has the imagination to invest the time and energies needed to explore its potential.

When difficult decisions need to be made, when budgets are limited, resources unavailable to large extend, and when progress must be made regardless of the limitations, personalities, and etc., one only need address the questions, "Is it a good thing to do?" "Is it the right thing to do?" And, "Will it be good for the students over the long run?"

In the case of Community Based TV, the answers were "yes."

#### FOOTNOTES

1. Boone, Louis E. and Kurtz, David L. Contemporary Business. The Dryden Press, Chicago, 1985, p. 256.
2. Ibid. p. 256.
3. Stanton, William J. Fundamentals of Marketing. McGraw-Hill Book Company, New York, New York, 1978, p. 183.
4. Drucker, Peter F. The Practice of Management. Harper & Row Publishers, Inc., New York, New York, 1954, p. 37.

## BIBLIOGRAPHY

Boone, Louis E. and Kurtz, David L. Contemporary Business. The Dryden Press, Chicago, IL, 1985.

Drucker, Peter F. The Practice of Management. Harper & Row Publishers, Inc., New York, New York, 1954.

Stanton, William J. Fundamentals of Marketing. McGraw-Hill Book Company, New York, New York, 1978.